



2009/2010 CO-OP ADVERTISING PROGRAM



Make your advertising dollars count! Simply include Synergy Tan exclusively on our advertising medium and Synergy Tan will credit you a percentage (10-25%) of your advertising costs with the Synergy Tan products of your choice.

Advertising Requirements:

1. Synergy Tan is the exclusive lotion company included in the ad. No other product names, logos or images may be present for co-op product credit.
2. Ads must include the Synergy Tan® logo and/or The Swanky Girl®, Surf's Up!®, Downtown Brown®, Something Sweet®, Cupid's Spell®, Filthy Rich®, The Bod Squad®, Forbidden Fruit®, or Sunlicious® logos and utilize at least 15% of total ad space. Synergy will credit up to 25% of the advertisement based on the total space utilized by Synergy Tan images. (All Synergy Tan artwork can be obtained by contacting Synergy Tan's co-op department).
3. All co-op advertising artwork must be approved by Synergy Tan prior to media release for co-op consideration.
4. Salons must purchase from an authorized Synergy Tan Distributor.
5. Combined paid net invoice(s) value must meet or exceed \$1,000 and be dated between November 1, 2009 and October 31, 2010 to qualify for any co-op product credits (please include Distributor(s) contact information for verification and/or include invoices).
6. Salons must currently carry inventory of Synergy Tan products.
7. Synergy Tan's Co-Op Request form must be filled out completely to include final ad copy and media invoices. No homemade promotional materials will be considered for reimbursement (i.e., photocopied flyers).

Once all artwork has been approved, Synergy Tan will provide you with a co-op order form and a total co-op amount available. Please allow up to 30 days for order to be processed and shipped. Synergy Tan reserves the right to substitute back-ordered product for comparable products.

***If you have any questions with regards to Synergy Tan's co-op advertising program guidelines or submission, please contact: Synergy Tan at:
(800) 325-0836 or email salonpromotions@synergy-tan.com***

The Swanky Girl

Surf's Up!

Sunlicious
WITH DARK TANNING ACCELERATORS

Downtown Brown

Forbidden Fruit

Something Sweet

the BOD SQUAD

Filthy Rich

Cupid's Spell

